Privacy & Security

How Locatee provides valuable workspace insights in real-time while complying with data protection regulations.

An alleged trade-off between data analysis and data protection

The public is increasingly sensitive about data protection, while companies are predominantly interested in making objective, data-based decisions. At first glance, this might appear to be a typical trade-off, especially after the implementation of the General Data Protection Regulation (GDPR). The legislation's intent is to improve the rights of individuals with regard to their personal data and its protection. The regulation applies to all EU-based businesses, as well as anyone processing the personal data of EU citizens. Nonetheless, abiding by the applicable law and common sense this alleged trade-off between data analysis and data protection can be transformed into a win-win situation for all involved parties.

Make your office buildings more people-oriented

Locatee supports companies world-wide to optimise their office buildings intelligently across an entire real estate portfolio and shape the way people interact with their workspace. The software analyses real-time connections of employee devices, such as laptops, with the existing network infrastructure. It allows insights

Measure workspace occupancy not individual employees

Locatee includes strong measures to comply with local privacy and IT security regulations

into space utilisation, mobility and collaboration behaviour of the entire organisation. Locatee highly values privacy and IT security and therefore implements strong measures to comply with local and international regulations.

Overcome the challenges in your office buildings

Gaining detailed insights while observing privacy and security regulations is an interplay between your company and the solution provider and means exercising responsibility for both sides. While it is your company's obligation to ensure that the collected data and the software is not used in a way that is unlawful, illegal, fraudulent or harmful, Locatee supports you with the necessary measures.

Individual privacy of your employees is our top priority when it comes to workspace analytics

To prevent being able to make statements about single employees, it is ensured that each **team** consists of at **least 10 employees**

The insights are provided via a web interface, which is protected by access control that ensures that only **authorised personnel** can analyse the collected data

Besides technical and organisational measures, we recommend and support a **transparent communication** with your employees regarding the deploymnet

The **data remains in control of your company** as the application is installed on premise, in your company's own datacentre. Thus, no data leaves your IT infrastructure at any time

Strict anonymisation

Locatee includes technical measures that prevent behavioural surveillance and provide maximum data protection. Even in the case of unauthorised access to the database level, it is not possible to retrieve information on individuals. No personal data is being saved and only irreversibly anonymised and aggregated data is stored.

Consequent aggregation

For the data analysis on team level, it is ensured that each team consists of at least 10 employees to prevent statements about the behaviour of a single employee based on the exclusion principle. The only exception to this rule is the employee app, through which employees have the choice to opt-in if they want to be found by their colleagues. However, even when opted-in, individual data is only used for the live view and is not stored for historical analysis.

Use data from, and keep it within your company

Locatee's workplace analytics platform is based on existing IT infrastructure, with LAN and Wi-Fi networks

used as primary data sources. Thus, no additional hardware-installations are required. The data remains in control of your company as the application is installed on premise, in your company's own data centre. Thus, no data leaves your IT infrastructure at any time.

Role-based access model

The insights are provided via a web interface, which is protected by access control. To prevent potential abuse of data, a role-based access model ensures that only authorized personnel can analyse the collected data. These roles can be defined depending on the employees' area of responsibility and the information they require.

Transparent communication

Besides technical and organisational measures, we recommend and support a transparent communication towards your employees. It is essential to inform every involved stakeholder about the implementation of Locatee and its reasonableness to prevent any uncertainties or obscurities that may arise.

How It Works
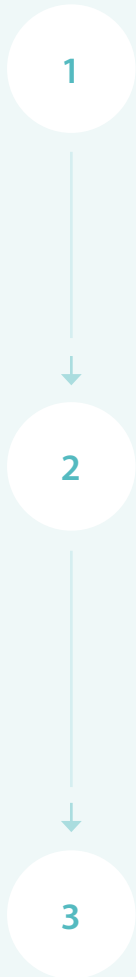
Data Collection from IT Infrastructure

1

- Data from devices connected to LAN or Wi-Fi is measured
- Each device has its individual MAC address and date / time of measurement
- Data is sent to a temporary database

Collection of data through Wi-Fi / LAN

User Mapping and Anonymisation

TEMPORARY DATABASE

2

- In the temporary database, the MAC address is anonymised by creating a SHA512 hash of MAC address, Date and "Salt"
- A new hash is created every day, so there is no traceability

Individual MAC Address

20181017-Ahbo7eeD
Time Stamp
Port

Anonymise MAC address, calculate hash and store history of measurement, locations & anonymous user

Storage of Anonymous User Measurements

HISTORY DATABASE

3

- Each day an anonymous user is created and saved in the history database
- Associate and store measurement with anonymised user

Hash
e6ffe39bd2727157f3
eecb17da20e3aa840f0
3fc7012014eb200f96ac
8df3968f39312339d5
607687765e677657a71

«Safeguarding our employees' privacy has top priority for us. Thankfully for Locatee as well. Although we have access to valuable insights, Locatee Analytics ensures maximum data protection.»

Carine Bommeli
Innovation and Projects, Swiss Post Real Estate

Locatee is an open platform enabling occupant-oriented office buildings.

Utilise the optimisation potential of your office spaces!

We look forward to hearing from you.
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